

Rebranding



project pathway



The power of a brand

A city's brand, also known as place branding, can **help it stand out from others** and communicate its strengths to potential investors, visitors and residents. It **generates a sense of belonging** which contributes to greater social cohesion, stability and retention of talent.

In sum, a strong city brand helps:

- **Enhance civic pride.**
- **Stimulate economic growth.**
- **Establish a positive reputation on a global scale.**
- **Help a city compete in the global marketplace.**
- **Attract investment, people and capital to a place.**

2008

North Star Destination Strategies conducts an In-Market Study from Sept. 22-25 to gain an understanding of the perceptions and attitudes of North Port residents and stakeholders towards their community and determine what makes it unique.

2010

North Star Destination Strategies presents the final report for the city's Community BrandPrint - a comprehensive analysis of North Port's strategic brand position based on various survey and study results. These are the guidelines we've been following ever since.

2012 - 2023

Removed from strategic goal at 2012 Commission Workshop. Internal brand committee met a couple times. City brand mentioned at various workshops and Commission meetings over the next 11 years but no formal direction given.

- In-Market Study
- Stakeholder Vision Survey
- Employee Vision Survey
- Online Community Surveys
- Community Brand Barometer
- Perception Study
- Consumer Awareness and Perception Study
- Community Tapestry Study
- ESRI Economic Opportunity Analysis
- Competitive Analysis



The history

Where we started primary goals

- Increase North Port's brand awareness in the local, national and global marketplace.
- Solidify and elevate the image of the community as a whole (internally and externally).
- Create a brand that will attract new businesses and help the city retain its current businesses.
- Improve the city's reputation.
- Connect residents to North Port by putting meaning behind the phrase, "I live in North Port."

Where we started brand concept

Unlike more established cities and towns that are deeply set in their ways, **this promising community is still flexible and full of opportunity.** Here, residents and business owners are not just names in the phone book, they are vital members of a town that is still being shaped by the people who live and work in it. **In North Port, everyone is invited to take ownership.** In other words, the fact that the town is so open to possibility makes it easy for anyone to “make it yours.”

The opportunity to make a difference and shape the future still exists here in North Port. With only 50 years of history behind us, the greatest portion of the future of North Port is still waiting to be written. This concept speaks to a future that’s filled with potential.

Anything is possible in North Port, which allows people to create their own paths. By making North Port yours, you can go anywhere you want. Simply put, **we want people to know that they are invited to seize the opportunity and make the town (and all it has to offer) their own.**

Where we started

brand strategy statement

Target Audience

For those who want to be part of an up and coming, accessible community

Frame of reference

North Port, Florida in Sarasota County is conveniently located between Tampa and Fort Myers

Point of difference

where a unique environment and youthful mindset invite you to shape its future

Benefit

so it is natural to feel vital and potential is unlimited.

Definitions

Target audience - For those whom your community has the most appeal

Frame of reference - Simplistic reference and identifier for someone who knows nothing about your community

Point of difference - What makes you distinct

Benefit - Why anyone should care

Where we started visual identity



approved June 29, 2010

If resident/customer **behavior and needs** have changed.

If adjusting communications to **accommodate major changes within the city**, such as new infrastructure, high profile events, etc.

If there is a **difference between how the city is projected and the actual experiences and reality of the place**, then it's time for rebranding, or maybe even repositioning.

If the visual identity, including the logo and designs, is **starting to look dated** and could use a refresh or redesign.

How do you know it's time to update?

Staff recommendation

- The brand goals, positioning and strategy **remain relevant** to who we are today.
- There is a **disconnect between our visual identity and who we have grown into** over the past few years.
- Recommend we use the existing research data in addition to public feedback to **develop an updated visual identity.**



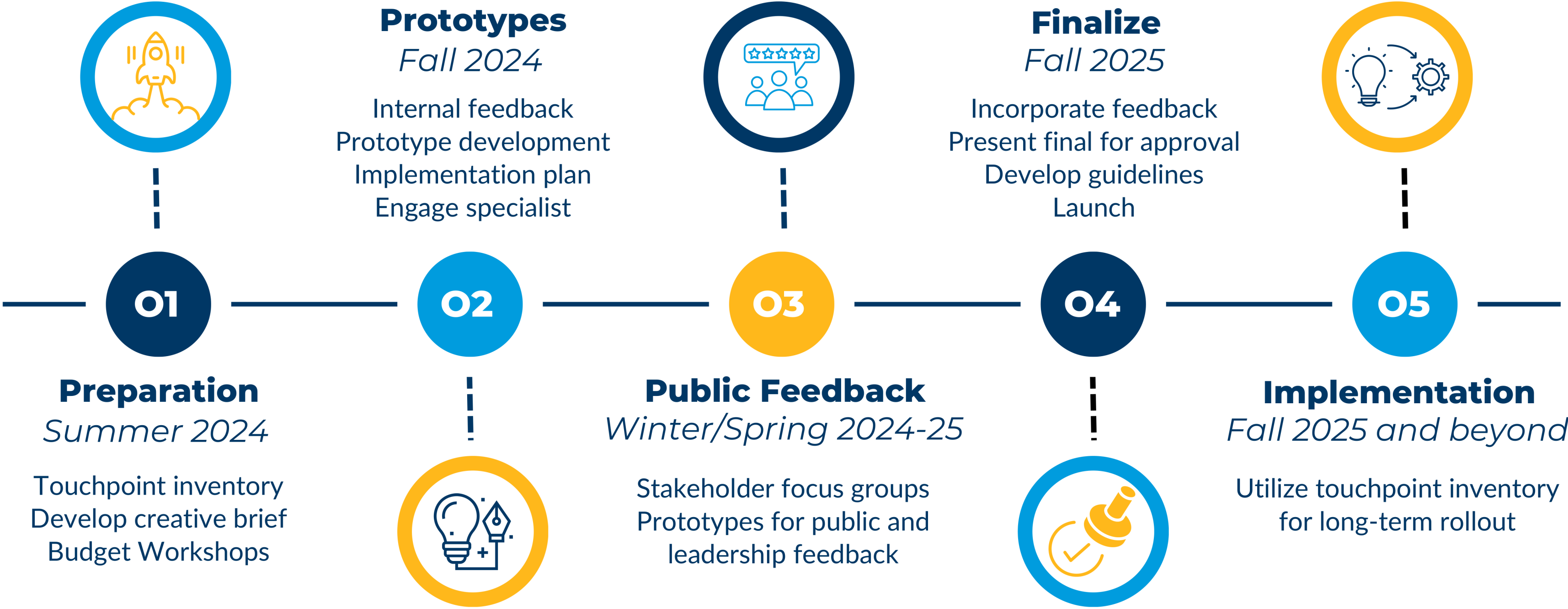
How do we accomplish this?

Creative brief and prototype designs created by staff internally utilizing 2010 research and feedback from city leadership.

Solicit extensive feedback on the prototypes.

Work with a specialist designer to fine-tune the selected designs and ensure implementation is clean.

Project timeline



Key benefits

- This process is far more refined and of a smaller scope than what the City undertook in 2010, so we anticipate it being far more budget-friendly.
 - A long-term rollout strategy will help control costs.
- Touchpoint inventory and team cohesion.
- **A visual identity that we all can embrace and be proud of.**



Questions?

